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MONTANA TRAVEL NEWS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 7, 1974

STATE DOCUMENTS

GOV. JUDGE NAMED TRAVEL MAN OF YEAR

Two New Montana Films Slated for Release Soon

Distribution is scheduled to start in January for two new films, *Red Sunday* and *Montana Revisited*, each featuring different aspects of Montana history.

Red Sunday, a creatively approached documentary of Lt. Col. George A. Custer and the Sioux and Cheyenne warriors at the Battle of the Little Big Horn, will premier simultaneously in Billings and in Bismarck, North Dakota with the Billings premier to be sponsored by the Yellowstone chapter of the Montana Bicentennial Administration.

Narrated by John McIntire, Hollywood actor and a Montana summer citizen, the film makes use of still photographs, paintings and live action to illustrate the events, politics, personalities and times that led to what has been called the most famous of the military-Indian battles in the United States. The battle itself occupies only a small percentage of the 28-minute film.

Preliminary negotiations have been initiated to interest NBC in developing the film into a one hour documentary for release during the

(Continued on Back Page)

Season's Greetings from the Travel Promotion Unit

TRAVEL DEPARTMENTS of Montana and Alberta agreed to a joint travel promotion effort in California next spring. At the Edmonton meeting were (back to camera) Alberta Travel Director Donald Hayes and (R to L) Albert Squibb, Travel Alberta Advertising Agency; Maureen Hughes, Travel Alberta public relations; Governor Thomas L. Judge; Doug Lane, Travel Alberta marketing; Josephine Brooker, director of the Montana Travel Promotion Unit; Bob Henkel, president of Sage Advertising; and Al Donahue, Heritage Inn, Great Falls. Not pictured is Alberta Minister of Travel Peter Dowling.

Montana and Alberta Join in LA Promotion

Travel department representatives meeting with Governor Judge and Alberta's Minister of Travel Dowling agreed to a joint promotion in Los Angeles, California, one of the top travel markets for both Montana and Alberta. To be initiated next spring, the joint promotion will take the theme, "1975's Great International Vacation Value — Montana and

(Continued on Page 2)

Governor Thomas L. Judge has been named "Man of the Year" by the Western America Convention and Travel Institute at ceremonies in Monterey, California.

The "Man of the Year" award is given at the annual WACTI Convention in December to the man or woman in the United States who has made the most valuable contribution in promoting the travel industry during the preceding year.

WACTI, an organization of 13 western states and dedicated to promoting travel to the West, includes state government and the private travel industry in its membership.

Gov. Judge was cited for the prestigious award for his leadership in promoting regional travel through his chairmanship of the Federation

(Continued on Back Page)

GOVERNOR THOMAS L. JUDGE was named "Man of the Year" for his efforts in promoting the travel industry during 1974.

CONVENTION CAMPAIGN UNDER WAY

A vigorous campaign to promote Montana as a prime convention site is underway through the newly reorganized Conventions Division of the Montana Travel Promotion Unit, according to Conventions director George Cole.

Cole recently returned from a World Meeting-Planners Conference held in Miami Beach during which Montana was exhibited as a prime convention site to over 600 convention planners working for trade associations, labor unions and large corporations that schedule annual conventions, regional meetings and division seminars throughout the year.

"This is the first time Montana has made aggressive presentations to the major conventions market," Cole said.

Working with Cole in making the Miami Beach presentation was Donna C. Gaub, manager of the Glendive Chamber of Commerce.

"We proved that Montana is accessible as well as available," Cole stated, "and we were able to promote the outstanding facilities and attractions available here for the conventions market."

In addition to presentations and exhibits designed for the convention-planning market, Cole has developed a major direct-mail campaign involving 2,500 prime targets in the conventions area and has initiated a phone contact program to a select portion of the market.

GEORGE COLE, Montana Travel Promotion Unit Convention Director.

An in-state direct mail campaign has been developed, encouraging and assisting Montana businessmen representing regional and national affiliations to work with the state in bringing conventions and sales meetings to Montana.

As an aid to convention planners, a "Convention in Montana" brochure has been prepared to inform organizations on facilities, access, transportation and side interests available to Montana conventions.

A 15-minute convention film has been produced for exhibition to convention planners, featuring convention facilities and illustrating the accommodations, services, recreation and convention side-light attractions possible in a convention, multi-state or regional meeting based in Montana.

The Conventions Division has also prepared a complete inventory of Montana convention facilities, and has completed arrangements to provide personnel to make presentations to out-of-state planning conferences.

Montana — Alberta

(Continued from Page 1)

Alberta." In addition to promoting heavily in Southern California advertising medias, the Montana and Alberta Travel Departments will conduct jointly-sponsored familiarization seminars for automobile clubs and travel agents.

EXPO EXHIBIT MOVED TO STATE CAPITOL BUILDING ROTUNDA

MONTANA'S CIRCULAR EXHIBIT, designed for Expo '74, will be assembled in the State Capitol rotunda for a two month display to Montanans starting January 1. The 500 square foot exhibit has drawn praise for its innovative concept. The "back" of the circular exhibit is decorated with oversize enlargements of photographs of representative Montana scenes reproduced directly onto the rough cedar paneling of the structure's exterior. Following the Capitol showing, the exhibit will be loaned to the Montana Bicentennial Administration for a two-year period where it will be located in major cities. The Billings airport building will be the next home for the Expo exhibit.

Travel Promotion Buys Announced

An advertising thrust emphasizing Montana travel has been set for 1975, according to Josephine Brooker, director of the Montana Travel Promotion Unit.

Full page, four color ads themed around "Montana — Last of the Big-time Splendors" will appear in *Better Homes and Gardens, Redbook, McCalls, Travel and Leisure, Good Housekeeping,* and *Sunset,* with additional ads in *Outdoor Life* and *Sports Afield.* Montana is also cooperating on a joint four-state effort in *National Geographic.* The four-page, full color section features Montana, Wyoming, Colorado and Utah, and will reach 2-1/2 million subscribers in top travel markets. Montana, North Dakota and South Dakota will cooperate on a special 8-page section in *The Minneapolis Star Tribune.*

Outdoor billboards advertising Montana will be in key locations surrounding Montana during the summer, and television commercials will be used in Minneapolis, Spokane and Salt Lake City.

TRAVEL PROMOTION UNIT TO HOST TRAVEL WRITERS

A writers' tour emphasizing skiing in Montana has been arranged for early 1975, with skiing at Discovery Basin and Big Sky of Montana and an opportunity to sample cross-country offerings in Yellowstone National Park.

Arranged through the Montana Travel Promotion Unit, the Winter Writers' Tour is designed to stimulate interest in writing about Montana as a skiing destination and to provide ski writers with information about Montana ski areas.

Invited to participate in the January tour are writers and editors representing publications in prime market areas, including *The Edmonton* (Alberta) *Journal; Sunset Magazine; The St. Paul Post Dispatch; The Ft. Worth Telegram; The Denver Post; The Chicago Tribune; The Los Angeles Herald-Examiner; Discovery Magazine; The San Diego Union; The Milwaukee Sentinal; The Minneapolis Star;* The Spokane *Spokesman-Review;* and *Carte Blanche.*

P.N.T.A. Tour in March

The 1975 Pacific Northwest Travel Association ski editors' tour will kick off with a ski holiday stop at Montana's Big Mountain, according to a recent release from P.N.T.A.

The March tour will follow skiing at the famed Montana ski resort with ski stops at Grand Targhee, Anthony Lakes in Oregon and Mission Ridge in Washington.

Ski writers and editors of skiing publications who have been invited to participate in the 1975 Winter Writers' Tour write for skiing and winter sports enthusiasts in top winter market areas. Publications represented on the P.N.T.A. tour will include newspcpers in the Midwest and in California as well as high circulation magazines in the skiing and winter sports fields.

ERWIN BAUER (R), nationally publicized outdoor writer and an editor of OUTDOOR LIFE, and his wife, Peggy, spend a day fishing with Montana Governor Thomas L. Judge during a float-fishing trip on the Missouri River above Townsend. The trout fishing expedition was arranged through the Montana Travel Promotion Unit. Bauer, one of the country's most noted outdoor writers and the author of seven books, fished the Montana river for a magazine article on fall fishing.

MONTANA SKIING PROMOTED

MONTANA TRAVEL PROMOTION and eight Montana ski areas, organized under the Ski Area Operators Organization, participated in three winter ski shows during October and November. Representatives of the ski areas assisted in staffing the booth, and the booth and displays were supplied by the Montana Travel Promotion Unit. Supervising operation of the shows were Pat Downs, Seattle show, and Garry Wunderwald, Chicago and Minneapolis shows. Ski area assistants included (L to R) Dave Malasky, Snow Bowl; Steve Burgh, Big Mountain; Wunderwald; Dan Monahan and Jack Lawson, Red Lodge Mountain; Karen Anderson and Chad Elliot, Snow Bowl.

National Magazines to Feature Montana

Information and assistance provided to writers and editors pays handsome dividends in the form of positive travel publicity, according to the Montana Travel Promotion Unit.

Background information was provided by the department recently for a feature story of Flathead Lake, slated for an upcoming issue of *National Geographic,* and information and arrangements are currently being provided to result in an article on Montana dude-ranching which will appear in *Gentleman's Quarterly* — a quality male-interest magazine published by the *Esquire* family of publications.

Other major market publications now scheduling Montana stories include *Outdoor Magazine, Travel,* and *Ski Magazine.*

In addition to providing information to writers on Montana history and points of interest, the Montana Travel Promotion Unit is instrumental in inviting writers and editors to the State and arranges for complimented accommodations and guide services. Writers use the Montana research information in articles published in a wide variety of large-readership publications.

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JOSEPHINE BROOKER, director of the Montana Travel Promotion Unit and a member of the executive committee of The Old West Trail Foundation, presented a cowboy sculpture to outgoing OWT President Jim Graff of Billings on behalf of the Board of Directors of the OWT Foundation. Graff was cited by the Board "In recognition of his year of exceptional service as Old West Trail president" during the OWT Tourism Workshop in November. The sculpture was created by Fred Wilson of Shepherd, Montana.

OLD WEST TRAIL MEETS

A look back at major achievements and a look forward to challenges facing tourism-related businesses characterized a workshop sponsored by the Old West Trail Foundation in Rapid City, South Dakota in November.

National authorities in the fields of advertising, economics, tour development, promotions, mass merchandising, foreign travel and rest area signing, in addition to governmental experts in the fields of energy, billboards and travel, spoke during the two-day program and conducted a series of coordinated workshops.

Charles Donnelly, Executive Director of the OWT organization, informed the gathering of travel-related business and governmental representatives of emergency Small Business Administration loans available to small business concerns adversely affected by various aspects of the current energy situation.

Plans announced by OWT to promote travel during 1975 in Montana, Nebraska, North Dakota, South Dakota and Wyoming include the establishment of a nationally-advertised toll-free WATS line service into a comprehensive five-state tourism information center; a new brochure and map; a promotion especially programmed to attract camper vacationers; a new short-subject film on the Old West Trail states; and a concentrated promotion utilizing public service announcements and four-minute television "shorts" designed to attract the traveling public to vacations in the five Old West Trail states.

Successful advertising programs produced in behalf of the Trail states during 1974 included production and distribution of one million full-color brochures distributed outside the region through travel clubs, state rest areas and travel-packs; programming of an estimated $80,000 worth of public service announcements on radio and television stations; a $60,000 radio and newspaper campaign beamed at Canadian travelers; and a $10,000 advertising program directed to travel agents handling package tours in the Old West Trail country.

The November convention, known as the "Tourism '75 Stampede," is planned as an annual event to be held in conjunction with the foundation's annual business meeting.

Film Location Unit Gets Two New Films for State

Two major motion pictures have been committed to Montana, according to an announcement by Scott Warden, Director of the Films Location Division of the Montana Travel Promotion Unit.

Filming will start in April on *Wild Horses*, starring Karen Black, co-star of *Airport '75* and *Five Easy Pieces* with Jack Nicholsen, with a budget in excess of $1 million. The film will be produced by Mike Selsman and directed by Stan Dragotti, director of *Dirty Little Billy*. The movie is tentatively slated for eastern Montana, and production personnel are looking for a flat, rolling country and a large herd of mustangs.

Charles Pierce, producer and director of *Winterhawk*, filmed in Kalispell last summer, will be returning to Montana this spring with a movie western as yet untitled. Final casting has not yet been announced. Pierce said he was returning to Montana for a second movie because he was impressed with Montana's scenic country and especially with the outstanding cooperation from the state.

Warden's office has sent matching stills to director Dick Colla for a *Chief Joseph* television documentary to be produced by NBC with film crews tentatively scheduled to arrive in April for preliminary shooting in East Glacier.

Further motion pictures for Montana include the possibility of filming *Bix Beiderback*, the story of a great 1920's jazz trumpet player, in Helena and Frank Capra's *The Last Free Man* as well as a number of sequences for *Moving On*, a trucker television series. Montana may also be in the running for a Clint Eastwood Western movie.

The Film Locations Unit is producing a 16mm film showing Montana location attractions and illustrating film crews working last summer in Kalispell and Butte. The special locations film will be shown at the Director's Guild Theater in Hollywood January 28 as part of a presentation by Governor Tom Judge to producers and directors in an effort to attract additional location work to Montana. The film will also be used at later dates for additional screenings in the Hollywood area.

MONTANA EYES CANADIAN TRAVEL

More than 500 Albertans attended each of two "Meet Montana" evening programs presented during the Canadian Goodwill Tour November 12 and 13 in Calgary and Edmonton.

Designed to promote cooperative travel and tourism efforts between the neighboring areas, the tour was organized by the Montana Travel Promotion Unit and was headed by Governor Thomas L. Judge. Assisting in arrangement details was Kitty Quigley, official hostess of the Calgary Stampede and a former Montanan.

Nearly 50 Montana businessmen and government officials were involved in the Canadian tour. In addition to the "Meet Montana" programs, the activity-packed schedule included meetings between Governor Judge and Premier Peter Lougheed, chuckwagon luncheons for over 100 guests in each city, and meetings between the travel departments of Montana and Alberta.

Door prizes consisting of seven three-day, all-expense paid vacations in Montana were awarded during the Calgary and Edmonton "Meet Montana" programs. The vacations were donated by Glacier Park Company, Big Sky of Montana, Virginia City (Charles Bovey Restorations), Big Mountain, Heritage Inn in Great Falls, the Northern Hotel in Billings, the Stagecoach Inn at West Yellowstone, Kalispell's Outlaw Inn and the Fairmont Hot Springs at Gregson.

OVER 500 ALBERTANS attended each of the "Meet Montana" evening programs presented in Calgary and Edmonton on the travel and tourism promotion.

IN A MEETING at Edmonton's Chateau Lacombe, Governor Thomas L. Judge presents to Alberta Premier Peter Lougheed (L) Montana's gift of a Moiese Bison Range photograph taken by Montana State Photographer Garry Wunderwald.

Montana Part of $100,000 Program

A $100,000 PROGRAM designed to attract visitors next summer from Alberta, Saskatchewan and Manitoba was developed in Winnipeg in mid-December when travel directors of Montana, North Dakota and South Dakota, met with officials from the United States Travel Service. $50,000 of U.S.T.S. funds will be matched by the three states to promote the area's attractions and tours. In addition to regional magazines, radio and television, a full-color 8 to 12-page magazine supplement for newspapers will be used in all major markets. Resorts, cities and attractions in the three-state area will have the opportunity of buying advertising in the pre-print section. Making media selections are, (seated from L to R), Carolyn Omand, associate U.S.T.S. Canadian coordinator; Josephine Brooker, Montana Travel Director; and Roger Jarmin, U.S.T.S. Canadian Travel coordinator. Standing are Joe Satrom, North Dakota Travel Director, and Lowell Hanson, South Dakota Travel Director.

MONTANA FILMS

(Continued from Page 1)

1976 Bicentennial Year, which is also the centennial year of the Battle of the Little Big Horn.

The Bicentennial Unit of the United States Information Agency has indicated interest in distributing the film world-wide, as it falls within USIA Bicentennial categories of history, minority groups and travel, and a national film education company is investigating distribution of the film to schools.

Red Sunday was sponsored by the Montana Travel Promotion Unit, the Montana Bicentennial Administration, the North Dakota Advertising Unit, and the North Dakota Bicentennial Administration. James B. Kelly, formerly of Bozeman, photographed the documentary in the summer of 1973.

Montana Revisited, the second of the two new films slated to go into distribution in January, takes viewers along the Lewis and Clark Trail through Montana from border to border and back again. The film's theme is a trip taken by a midwest school teacher and his family in retracing the Lewis and Clark 1806 exploration through Montana. The film incorporates numerous side trips as the family visits various scenic, historic and travel attractions throughout the state. The roles of the mother and father in the film are played by Judy and Jay Harding of Helena while the part of the little girl is played by their daughter, Jill, and the role of the son is portrayed by Jay Henkel of Helena.

Produced by Sage Films of Helena, the 27-minute movie is sponsored by the Montana Travel Promotion Unit, the Montana Bicentennial Administration, Northwest Orient Airlines and Western Airlines. The film's premier showing is scheduled for Great Falls, with the premier sponsored by Great Falls Ad Club.

Primary distribution for both films will be through Modern Talking Pictures, with telecasts for each film to an anticipated 20 million viewers through 400 television stations.

MONTANA TRAVEL NEWSLETTER

published as a report on Montana's Tourist Industry by

The Travel Promotion Unit, Department of Highways

SEND YOUR TRAVEL NEWS NOTES TO:

The Travel Promotion Unit, Department of Highways Helena, Montana 59601

JUDGE NAMED TRAVEL MAN OF YEAR

(Continued from Page 1)

of Rocky Mountain States, participation in the Spokane Expo '74 World's Fair, joint Canadian-Montana travel promotion, travel emphasis in several foreign countries, and through his efforts in behalf of the Old West Trail Foundation — a private organization concentrated on attracting visitors to the states of Montana, Wyoming, Nebraska and North and South Dakota.

In Montana, Judge increased his state's travel budget, set up a Montana Convention and Tours Bureau, and formed a Motion Picture Location Unit through which six motion pictures were committed to Montana in one year. He named a woman as head of the state's Travel Promotion Unit, one of four women holding such a post in the United States. Judge also promoted travel from Japan, Paris and London to Montana and the West; set up a program to bring travel editors and writers into Montana; helped establish a private travel organization in Montana; and created a free telephone hot-line service to provide visitors with gasoline and travel data in an effort to offset effects of the energy crisis.

With ski areas and facilities such as Big Sky, Big Mountain, Bridger Bowl and Red Lodge Mountain, Montana is now competing favorably with Utah and Colorado and is becoming a year-round vacation area. Judge was instrumental in attracting to Montana a syndicated national television ski show.

While many western states were down as much as 25 percent in travel during 1974, Montana held its own through marketing and advertising designed to attract the "quality visitor" who would make lengthy visits to the state. A recent study of national advertising inquiries indicated that the average stay for visitors coming into Montana as a result of the state's advertising was 9.5 days, compared to the 1973 average of seven days.

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